

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

**NC Supreme Court/ Issue**  
Submission Number 4102 Issue 2



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

**Original**

<b>Client:</b> NC Supreme Court/ Issue	<b>Submission Cost:</b> 21390	<b>Campaign Ref:</b> BUW12101101
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / 1001	<b>Sales Rep:</b> WNCN Political
<b>Schedule Dates:</b> 10/12/12 to 10/22/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> NC Supreme Court / Est 1001	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
1	M-F 5a News MTWTF..	02	145	30 Comme	Nbr of Spots 1			1	145
2	M-F 5a News MTWTF..	02	145	30 Comme	Nbr of Spots 3			3	435
3	M-F 5a News M.....	02	145	30 Comme	Nbr of Spots 1			1	145
4	M-F 530a News MTWTF..	02	180	30 Comme	Nbr of Spots 1			1	180
5	M-F 530a News MTWTF..	02	180	30 Comme	Nbr of Spots 3			3	540
6	M-F 530a News M.....	02	180	30 Comme	Nbr of Spots 1			1	180
7	M-F 7a Today Show MTWTF..	03	550	30 Comme	Nbr of Spots 1			1	550
8	M-F 7a Today Show MTWTF..	03	550	30 Comme	Nbr of Spots 3			3	1650

**Weekly Totals:** Total Spots(Ord Spots)

Open PR	16	53	11	80	-275
Closed PR	1	2		3	

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<b>Schedule Dates:</b> 10/12/12 to 10/22/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
9	M-F 7a Today Show M.....	03	550	30 Comme	Nbr of Spots		1	1	550
10	M-F 9a Today Show II MTWTF..	03	240	30 Comme	Nbr of Spots	1		1	240
11	M-F 9a Today Show II MTWTF..	03	240	30 Comme	Nbr of Spots		4	4	960
12	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots		1	1	240
13	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots	1		1	200
14	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots		4	4	800
15	M-F 10a Today Show III M.....	03	200	30 Comme	Nbr of Spots		1	1	200
16	M-F 1p Days Of Our Lives MTWTF..	03	230	30 Comme	Nbr of Spots	1		1	230
17	M-F 1p Days Of Our Lives MTWTF..	03	230	30 Comme	Nbr of Spots		4	4	920
18	M-F 1p Days Of Our Lives M.....	03	230	30 Comme	Nbr of Spots		1	1	230
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	16	53	11	80
					<b>Open PR</b>		-1		-1
					<b>Closed PR</b>	1	2		3

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**Original**

Client:	NC Supreme Court/ Issue	Submission Cost:	21390	Campaign Ref:	BJW12101101
Buyer:	..	Client/Product/Estimate:	. / .1001	Sales Rep:	WNCN Political
Schedule Dates:	10/12/12 to 10/22/12	Weeks:	3	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
19	M-F 6p News MTWTF..	03	305	30 Comme	Nbr of Spots	1		1	305
20	M-F 6p News MTWTF.. Isolations: W/C 10/08 ....F..	03	305	30 Comme	Nbr of Spots		5	5	1525
21	M-F 6p News M.....	03	305	30 Comme	Nbr of Spots		1	1	305
22	M-F 730p Extra MTWTF..	03	275	30 Comme	Nbr of Spots	1		1	275
23	M-F 730p Extra MTWTF..	03		30 Comme	Nbr of Spots				
24	M-F 730p Extra M.....	03	275	30 Comme	Nbr of Spots				275
25	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots	1		1	615
26	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots		5	5	3075
27	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots				615
28	Sat 7p News .....S.	03	250	30 Comme	Nbr of Spots		1	1	250

Weekly Totals: Total Spots(Ord Spots)

Open PR	16	53	11	80	
Closed PR	1	2		-1	-275

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<b>Buyer:</b> ...	<b>Client/Product/Estimate:</b> .I./1001	<b>Sales Rep:</b> WNCN Political
<b>Schedule Dates:</b> 10/12/12 to 10/22/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
29	Sun 9a Today's Homeowner .....S	04	70	30 Comme	Closed PR	1	1	2	250
30	Sun 11a Chris Matthews Show .....S	03	100	30 Comme	Nbr of Spots	1	1	2	200
31	Sun 6p News .....S	03	200	30 Comme	Nbr of Spots	1	1	2	400
32	M-F 4p Ellen MTWTF..	03	220	30 Comme	Nbr of Spots	1		1	220
33	M-F 4p Ellen MTWTF..	03	220	30 Comme	Nbr of Spots		5	5	1100
34	M-F 4p Ellen MTWTFSS	03	220	30 Comme	Nbr of Spots		1	1	220
35	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	175	30 Comme	Nbr of Spots	1		1	175
36	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	175	30 Comme	Nbr of Spots		5	5	875
37	M-F 1135p ET / 1035p CT Tonight Show MTWTFSS	03	175	30 Comme	Nbr of Spots		1	1	175
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	16	53	11	80
					<b>Open PR</b>		-1		-1
					<b>Closed PR</b>	1	2		3

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / .1001	<b>Sales Rep:</b> WNCN Political
<b>Schedule Dates:</b> 10/12/12 to 10/22/12	<b>Weeks:</b> 3	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
38	Sat Notre Dame Football MTWTFSS Isolations: W/C 10/08 .....S. W/C 10/15 .....S.	05	250	30 Comme	Nbr of Spots	1	1	2	500
39	Sat 7p News .....S.	03	250	30 Comme	Nbr of Spots	1		1	250
40	M-F 730p Extra MTWTF..	03	275	30 Comme	Nbr of Spots	4		4	1100
41	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots	1		1	275
42	M-F 730p Extra ..WTF..	03	275	30 Comme	Nbr of Spots	1		1	275
<b>Weekly Totals: Total Spots(Ord Spots)</b>					16	53	11	80	
Open PR						-1		-1	-275
Closed PR					1	2		3	

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
23	M-F 730p Extra	:30 Commercial	10/15/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	BJW12101101
28	Sat 7p News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	BJW12101101
40	M-F 730p Extra	:30 Commercial	10/15/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	BJW12101101
42	M-F 730p Extra	:30 Commercial	10/15/12	Open Pre Emption	275.00		0000000000	BJW12101101

Grand Totals

		Month 10 Weeks: 4		
Totals		10/08	10/15	10/22
Spots	80	16	53	11
Cost	21665	4005	14525	3135

Grand Totals:

Spots:	80
Gross Total:	21,390.00
Commission:	3,208.50
Net Total:	18,181.50

**Stankavage, Cheryl F.**

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**From:** Blanchard, Steven L.  
**Sent:** Friday, October 12, 2012 8:19 AM  
**To:** Stankavage, Cheryl F.  
**Subject:** FW: WNCN NC Supreme Court Race  
Here is the mkg approval.

**Steve Blanchard**  
**General Sales Manager**

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



NBC 17.com

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**From:** Heidi Guerra [mailto:heidi@peoplewhothink.com]  
**Sent:** Friday, October 12, 2012 12:22 AM  
**To:** Blanchard, Steven L.  
**Cc:** 'Laurie Mayeux'  
**Subject:** Re: WNCN NC Supreme Court Race

Approved.

Heidi T. Guerra  
Director of Media Strategy

Innovative Advertising  
4250 Hwy. 22, Ste. #7  
Mandeville, LA 70471  
P. 985.377.7161  
C. 985.789.0326  
F. 985.377.7118  
[peoplewhothink.com](http://peoplewhothink.com)  
[@heidimediaguru](https://twitter.com/heidimediaguru)

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2011 National Addy Award Winner  
2011 Best of Show & People's Choice Addy Winner

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**From:** <sblancha@wncn.com>  
**Date:** Thursday, October 11, 2012 11:34 AM  
**To:** Heidi Guerra <heidi@peoplewhothink.com>  
**Subject:** RE: WNCN NC Supreme Court Race

It is all we have at the same rate.

10/12/2012

**Steve Blanchard**  
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



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**From:** Heidi Guerra [<mailto:heidi@peoplewhothink.com>]

**Sent:** Thursday, October 11, 2012 12:04 PM

**To:** Blanchard, Steven L.

**Cc:** [laurie@peoplewhothink.com](mailto:laurie@peoplewhothink.com); Stankavage, Cheryl F.

**Subject:** Re: WNCN NC Supreme Court Race

Will that get us the same grps or more?

Heidi T. Guerra

Director of Media Strategy

Innovative Advertising

4250 Hwy. 22, Ste. #7

Mandeville, LA 70471

P. 985.377.7161

C. 985.789.0326

F. 985.377.7118

[peoplewhothink.com](http://peoplewhothink.com)

@heidimediaguru

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2011 National Addy Award Winner

2011 Best of Show & People's Choice Addy Winner

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**From:** <[sblancha@wncn.com](mailto:sblancha@wncn.com)>

**Date:** Thursday, October 11, 2012 10:48 AM

**To:** Heidi Guerra <[heidi@peoplewhothink.com](mailto:heidi@peoplewhothink.com)>

**Cc:** <[laurie@peoplewhothink.com](mailto:laurie@peoplewhothink.com)>, <[CStankavage@wncn.com](mailto:CStankavage@wncn.com)>

**Subject:** RE: WNCN NC Supreme Court Race

Thanks for the order. Everything will clear except for the 2x Sat 6p since news is not airing both of those weeks. Can we add 2x to Today II the w/o 10/22 at the same rate?

Let me know.

Thanks!

Steve

10/12/2012





# Buy Detail Report

BSW12101161

Innovative Advertising, LLC

Client: NC Supreme Court  
 Media: TV  
 Product: Political  
 Market: Raleigh-Durham  
 Primary Demo: Adults 35+  
 Separation between spots: 30  
 Estimate: 1001  
 Description: NC Supreme Court Raleigh Camp 1 10\_12 thru 10\_22  
 Flight Start Date: 10/8/2012 05:00 AM  
 Flight End Date: 10/22/2012 04:59 AM  
 Survey: Nov12 Proj: (Nov11 HUT, May12 SHR)  
 DMA Nielsen Live+7  
 Buyer: Heidi Guerra  
 Send Billing To: Innovative Advertising  
 4250 Hwy 22  
 Suite 7  
 Mandeville, LA 70471  
 Phone: 985.377.7161  
 Fax: 985.377.7118  
 Revision #: Date: 10/10/2012

Line No	Daypart Program	STN Gross	Dur	Wks	Total Spots	Adults 35+	Rtg/CPP
1	WNCN-TV MTuWThF 5:00a-5:30a NBC-17 TDY-5AM	\$145.00	30	1 3 1	5	0.3	\$483.33
2	MTuWThF 5:30a-6:00a NBC-17 TDY-530A	\$180.00	30	1 3 1	5	0.4	\$450.00
3	MTuWThF 7:00a-9:00a TODAY SHW	\$550.00	30	1 3 1	5	1.3	\$423.08
4	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	\$240.00	30	1 4 1	6	1.5	\$160.00
5	MTuWThF 10:00a-11:00a TODAY SHW3-NBC	\$200.00	30	1 4 1	6	0.7	\$285.71
6	MTuWThF 1:00p-2:00p DAYS-OUR LIVES	\$230.00	30	1 4 1	6	0.9	\$255.56
7	MTuWThF 4:00p-5:00p ELLEN<	\$220.00	30	1 5 1	7	1.0	\$220.00
8	MTuWThF 6:00p-6:30p NBC-17 NEWS-6	\$305.00	30	1 5 1	7	1.0	\$305.00
9	MTuWThF 7:30p-8:00p EXTRA<	\$275.00	30	1 5 1	7	1.0	\$275.00
10	MTuWThF 11:35p-12:35a TONITE SHW-NBC<	\$175.00	30	1 5 1	7	0.9	\$194.44
11	MTuWThF Sa 11:00p-11:35p NBC-17 NWS-11<	\$615.00	30	1 5 1	7	1.6	\$384.38
12	Sa 3:30p-6:00p AVG. ALL WKS	\$250.00	30	1 1 0	2	2.5	\$100.00
13	Sa 6:00p-6:30p AVG. ALL WKS	\$200.00	30	1 1 0	2	5.1	\$39.22
14	Sa 7:00p-7:30p NBC-17 NEWS-7	\$250.00	30	1 1 0	2	3.6	\$69.44

no news -> m's today show it



# Buy Detail Report

Revision #: Date: 10/10/2012

<b>Client:</b> NC Supreme Court	<b>Estimate:</b> 1001	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> NC Supreme Court Raleigh Camp I 10_12 thru 10_22	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 10/8/2012 05:00 AM	Suite 7
<b>Market:</b> Raleigh-Durham	<b>Flight End Date:</b> 10/22/2012 04:59 AM	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> Nov12 Proj. (Nov11 HUT, May12 SHR)	<b>Phone:</b> 985.377.7161
	DMA Nielsen Live+7	<b>Fax:</b> 985.377.7118
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	

Line No	Daypart Program	STN Gross	Dur	Wks	Total Spots	Adults 35+	Rtg/CPP
			10/8	10/15	10/22		
WNCN-TV							
15	Su 9:00a-9:30a TODAYS HMEOWNR	\$70.00	30	1	1	0	0.7
	Su 11:00a-11:30a	\$100.00	30	1	1	0	0.4
16	CHRIS MATTHEWS	\$200.00	30	1	1	0	3.3
	Su 6:00p-6:30p		30	1	1	0	\$60.61
17	AVG. ALL WKS						
		<b>Total Spots:</b>		17	52	11	
		<b>Total GRP/GMP(Mil):</b>		26.2	61.5	10.6	98.3
		<b>Total CPP/CPM:</b>					\$220.40
<b>Total Cost:</b>		\$21,665.00			80		

Signature: \_\_\_\_\_

**Disclaimer:**  
Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPs must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



# Summary by Station/System

Date: 10/10/2012

<b>Client:</b> NC Supreme Court	<b>Estimate:</b> 1001	<b>Send Billing To:</b> Innovative Advertising
<b>Media:</b> TV	<b>Description:</b> NC Supreme Court Raleigh Camp I 10_12 thru 10_22	4250 Hwy 22
<b>Product:</b> Political	<b>Flight Start Date:</b> 10/8/2012	Suite 7
<b>Market:</b> Raleigh-Durham	<b>Flight End Date:</b> 10/22/2012	Mandeville, LA 70471
<b>Primary Demo:</b> Adults 35+	<b>Survey:</b> Nov12 Proj. (Nov11 HUT, May12 SHR)	<b>Phone:</b> 985.377.7161
<b>Separation between spots:</b> 30	<b>Buyer:</b> Heidi Guerra	<b>Fax:</b> 985.377.7118

Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WNCN-TV	80	\$21,665.00	100%	\$220.40	98.3	100%	
Market Total:	80	\$21,665.00		\$220.40	98.3		

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WNCN</span> <span style="font-size: 1.2em; margin-left: 100px;">Raleigh, NC</span>	<b>Date:</b> <span style="font-size: 1.2em;">10/11/12</span>
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I, Heidi Guerra  
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:**
Gross \$18,415.25 Net

This broadcast time will be used by: North Carolina Judicial Coalition

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NC. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/11/12      Heidi Guerra      985-377-7161  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title